

PATENT

Application No.: 10/728226  
Attorney Docket No.: 98-043-C1**AMENDMENTS to the CLAIMS**

1 - 37. (CANCELLED)

38. (CURRENTLY AMENDED) ~~The apparatus of claim 37,~~An apparatus comprising:a processor; anda storage device that stores a program for directing the processor,the processor being operative with the program to:receive transaction data that represents a transaction,receive an identifier that identifies a customer participating in  
the transaction,determine a customer rating of the customer,determine a grace period based on the customer rating,determine a time of the transaction,determine whether the time of the transaction is within the  
grace period,determine a second discount based on a first discount, the  
customer rating, and the time of the transaction, andapply the second discount to the transaction,

wherein determining the second discount comprises:

setting the second discount equal to the first discount if the time of the  
transaction is within the grace period.

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39. (CURRENTLY AMENDED) ~~The apparatus of claim 37,~~  
An apparatus comprising:  
a processor; and  
a storage device that stores a program for directing the processor,  
the processor being operative with the program to:  
receive transaction data that represents a transaction,  
receive an identifier that identifies a customer participating in  
the transaction,  
determine a customer rating of the customer,  
determine a grace period based on the customer rating,  
determine a time of the transaction,  
determine whether the time of the transaction is within the  
grace period,  
determine a second discount based on a first discount, the  
customer rating, and the time of the transaction, and  
apply the second discount to the transaction,  
wherein determining the second discount comprises:  
setting the second discount less than the first discount if the time of  
the transaction is not within the grace period.

40. (CANCELLED)

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41. (CURRENTLY AMENDED) ~~The apparatus of claim 28,~~  
An apparatus comprising:  
a processor; and  
a storage device that stores a program for directing the processor,  
the processor being operative with the program to:  
receive transaction data that represents a transaction,  
receive an identifier that identifies a customer participating in  
the transaction,  
determine a customer rating of the customer,  
determine a time of the transaction,  
determine a second discount based on a first discount, the  
customer rating, and the time of the transaction, and  
apply the second discount to the transaction,  
wherein determining the second discount comprises:  
determining a discount increment based on:  
the customer rating, and  
the time of the transaction; and  
determining a the second discount, at a time when a the customer is  
present at a point-of-sale terminal and participating in the transaction, based  
on the first discount and the discount increment; and  
and wherein applying comprises:  
applying the second discount to the transaction when the customer is  
present at the point-of-sale terminal and participating in the transaction.

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Attorney Docket No.: 98-043-C142. (CURRENTLY AMENDED) ~~The apparatus of claim 28,~~An apparatus comprising:a processor; anda storage device that stores a program for directing the processor,the processor being operative with the program to:receive transaction data that represents a transaction,receive an identifier that identifies a customer participating inthe transaction,determine a customer rating of the customer,determine a time of the transaction,determine a second discount based on a first discount, thecustomer rating, and the time of the transaction, andapply the second discount to the transaction,

wherein determining the second discount comprises:

determining a discount decrement based on:

the customer rating, and

the time of the transaction; anddetermining a the second discount, at a time when a the customer is present at a point-of-sale terminal and participating in the transaction, based on the first discount and the discount decrement; andand wherein applying comprises:

applying the second discount to the transaction when the customer is present at the point-of-sale terminal and participating in the transaction.

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43 - 44. (CANCELLED)

45. (CURRENTLY AMENDED) ~~The computer readable medium of claim 44,~~

A computer readable medium encoded with instructions for directing a processor to:

receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a grace period based on the customer rating;

determine a time of the transaction;

determine whether the time of the transaction is within the grace period;

determine a second discount based on a first discount, the customer rating, and the time of the transaction; and

apply the second discount to the transaction,

wherein determining the second discount comprises:

setting the second discount equal to the first discount if the time of the transaction is within the grace period.

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46. (CURRENTLY AMENDED) ~~The computer readable medium of claim 44,~~

A computer readable medium encoded with instructions for directing a processor to:

receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a grace period based on the customer rating;

determine a time of the transaction;

determine whether the time of the transaction is within the grace period;

determine a second discount based on a first discount, the customer rating, and the time of the transaction; and

apply the second discount to the transaction.

wherein determining the second discount comprises:

setting the second discount less than the first discount if the time of the transaction is not within the grace period.

47. (CANCELLED)

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48. (CURRENTLY AMENDED) ~~The computer readable medium of claim 33,~~

A computer readable medium encoded with instructions for directing a processor to:

receive transaction data that represents a transaction,

receive an identifier that identifies a customer participating in the transaction,

determine a customer rating of the customer,

determine a time of the transaction,

determine a second discount based on a first discount, the customer rating, and the time of the transaction, and

apply the second discount to the transaction,

wherein determining the second discount comprises:

determining a discount increment based on:

the customer rating, and

the time of the transaction; and

determining a the second discount, at a time when ~~a~~ the customer is present at a point-of-sale terminal and participating in the transaction, based on the first discount and the discount increment; and

and wherein applying comprises:

applying the second discount to the transaction when the customer is present at the point-of-sale terminal and participating in the transaction.

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49. (CURRENTLY AMENDED) The computer readable medium of claim 33,

A computer readable medium encoded with instructions for directing a processor to:

receive transaction data that represents a transaction,

receive an identifier that identifies a customer participating in the transaction,

determine a customer rating of the customer,

determine a time of the transaction,

determine a second discount based on a first discount, the customer rating, and the time of the transaction, and

apply the second discount to the transaction,

wherein determining the second discount comprises:

determining a discount decrement based on:

the customer rating, and

the time of the transaction; and

determining a the second discount, at a time when a the customer is present at a point-of-sale terminal and participating in the transaction, based on the first discount and the discount decrement; and wherein applying comprises:

applying the second discount to the transaction when the customer is present at the point-of-sale terminal and participating in the transaction.